



www.komonews.com

KOMO
140 Fourth Ave N
Seattle, WA 98109
(206)404-4000

CONTRACT

<u>Contract / Revision</u> 200149 /		<u>Alt Order #</u>
<u>Product</u> New Approach Washington		
<u>Contract Dates</u> 10/17/12 - 10/21/12		<u>Estimate #</u> 12600
<u>Advertiser</u> New Approach Washington		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOMO	<u>Account Executive</u> Troy Hill	<u>Sales Office</u> Seattle Local Bl
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
Attention: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOMO	10/19/12	10/19/12	M-F KOMO 4 NEWS	5-6A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	----1--				1	\$500.00			
N 2	KOMO	10/17/12	10/18/12	M-F KOMO 4 NEWS	6-7A		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--11---				2	\$2,000.00			
N 3	KOMO	10/17/12	10/19/12	GMA	7-9A		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--111--				3	\$3,000.00			
N 4	KOMO	10/21/12	10/21/12	SUN KOMO 4 NEWS	8-9A		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----1				1	\$1,500.00			
N 5	KOMO	10/17/12	10/17/12	Live With Kelly	9-10A		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--1----				1	\$2,000.00			
N 6	KOMO	10/19/12	10/19/12	The View	10a-11a		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	----1--				1	\$2,500.00			
N 7	KOMO	10/18/12	10/18/12	M-F 11-12P News	11-12P		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	---1---				1	\$1,200.00			
N 8	KOMO	10/17/12	10/19/12	M-F Dr. Oz	3-4P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--111--				3	\$1,200.00			
N 9	KOMO	10/18/12	10/19/12	M-F KOMO 4 NEWS	4-5P		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	---11--				2	\$1,800.00			
N 10	KOMO	10/17/12	10/19/12	M-F 5-530P News	5-530P		:30			NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--111--				3	\$2,400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.komonews.com

KOMO

140 Fourth Ave N
Seattle, WA 98109
(206)404-4000

Contract / Revision 200149 /		Alt Order #
Contract Dates 10/17/12 - 10/21/12	Product New Approach Washing	Estimate # 12600
Advertiser New Approach Washing		Original Date / Revision 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	KOMO	10/17/12	10/19/12	M-F 6-7P News	6-7P		:30			NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--111--				3	\$2,400.00			
N 12	KOMO	10/17/12	10/19/12	M-F Wheel	7-730P		:30			NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--111--				3	\$3,200.00			
N 13	KOMO	10/17/12	10/19/12	M-F Jeopardy	730-8P		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$4,000.00			
N 14	KOMO	10/20/12	10/20/12	Burn Notice	10-11P		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$750.00			
N 15	KOMO	10/21/12	10/21/12	Revenge	9-10P		:30			NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$14,000.00			
N 16	KOMO	10/17/12	10/19/12	M-SUN Late News	11-1135P		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--111--				3	\$2,500.00			
N 17	KOMO	10/17/12	10/17/12	Jimmy Kimmel	1205-107A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$500.00			
N 18	KOMO	10/18/12	10/18/12	Nightline	1135P-1205A		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$1,200.00			
Totals											33	\$83,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	33	\$83,850.00	\$71,272.50
Totals	33	\$83,850.00	\$71,272.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.



Station Order Revised New Approach Washington

Market: Seattle-Tacoma

Flight Dates: Wednesday, October 17, 2012 to Sunday, October 21, 2012

Estimate ID

12600

Contact: Troy Hill

Email: THill@komotv.com

Phone: 206-404-4000

Fax: 206-404-4127

Direct:

KOMO-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Total
				Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KOMO 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$500.00 \$500.00			1			1
KOMO 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$2,000.00 \$4,000.00	1	1				2
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$3,000.00 \$9,000.00	1	1	1			3
Sunday 8a News 8:00 AM 9:00 AM	EM	Su 30	\$1,500.00 \$1,500.00					1	1
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$2,000.00 \$2,000.00	1					1
The View 10:00 AM 11:00 AM	DT	M-F 30	\$2,500.00 \$2,500.00			1			1
KOMO 11a News 11:00 AM 12:00 PM	DT	M-F 30	\$1,200.00 \$1,200.00		1				1
Dr. Oz 3:00 PM 4:00 PM	EF	M-F 30	\$1,200.00 \$3,600.00	1	1	1			3
KOMO 4p News 4:00 PM 5:00 PM	EN	M-F 30	\$1,800.00 \$3,600.00		1	1			2
KOMO 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$2,400.00 \$7,200.00	1	1	1			3
KOMO 6p News 6:00 PM 7:00 PM	EN	M-F 30	\$2,400.00 \$7,200.00	1	1	1			3
Wheel of Fortune 7:00 PM 7:30 PM	PA	M-F 30	\$3,200.00 \$9,600.00	1	1	1			3

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 10/15/2012 12:20:13 PM

KOMO-TV

Page 1 of 2



Station Order Revised New Approach Washington

Market: Seattle-Tacoma

Estimate ID

Flight Dates: Wednesday, October 17, 2012 to Sunday, October 21, 2012

12600

Contact: Troy Hill

Phone: 206-404-4000

Email: THill@komotv.com

Fax: 206-404-4127

Direct:

KOMO-TV

						Wed	Thu	Fri	Sat	Sun	Total
						Oct	Oct	Oct	Oct	Oct	
Program Name	DP	Days	Gross	Length	Rate	17	18	19	20	21	
Jeopardy	PA	M-F	\$4,000.00			1		1			2
7:30 PM 8:00 PM		30	\$8,000.00								
Burn Notice	PT	Sa	\$750.00						1		1
10:00 PM 11:00 PM		30	\$750.00								
Revenge	PT	Su	\$14,000.00							1	1
9:00 PM 10:00 PM		30	\$14,000.00								
KOMO 11p News	LN	M-F	\$2,500.00			1	1	1			3
11:00 PM 11:35 PM		30	\$7,500.00								
Jimmy Kimmel	LF	M-F	\$500.00			1					1
12:05 AM 1:05 AM		30	\$500.00								
Nightline	LF	M-F	\$1,200.00				1				1
11:35 PM 12:05 AM		30	\$1,200.00								
Station Gross Totals			\$83,850.00			10	10	10	1	2	33

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 10/15/2012 12:20:13 PM

KOMO-TV

Page 2 of 2

rachael@mediastrategies.com



KOMO 4 Television Political Inquiry Form

Date of Inquiry 7/24 Time 2:45p Rcvd by Moy
Candidate/Issue Initiative 502 Yes on 502
Party — Office Sought —
Committee name New Approach Washington
Affiliation of Caller Agency
Committee Address 1914 N 34th St
Suite 409 Seattle 98103
Phone 206 633 2012 Fax —
e-mail campaign@newapproachwa.org
Advertising Agency Media Strategies
Agency Contact Rachael Beale
Address of Agency 11350 Random Hills Rd
Suite 670 Fairfax VA 22030
Phone — Fax —
e-mail Rachael@mediastategies.com
Information sent 7/24 4:30p
Sent by: Fax — Mail — Hand delivery — e-mail X